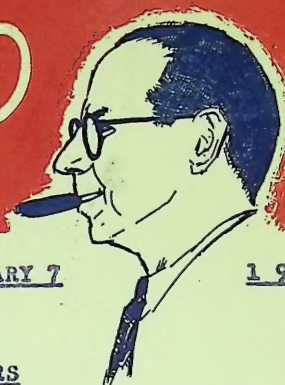


Ballyhoo



VOLUME 4

NUMBER 2

JANUARY 7

1955

OUR DECEMBER
"BALLYHOO S.O.S." WINNERS

I can't think of a better way to start the New Year off than by handing out a few prizes ... well-earned prizes for top showmanship during the tough month ... December. Here they are lads ... our winners ...

GROUP "A"

1ST PRIZE - Mel Jolley
2nd PRIZE - Art Cauley

GROUP "B"

1ST PRIZE - George Forhan Jr.
2ND PRIZE - Al Hartshorn

Well, we have a newcomer to our winners' circle ... At long last Mel Jolley broke the ice, showed us under with some of the best promotion and public relations work we have seen in some time, and captured top spot in his group. Art Cauley nearly nosed him out ... but didn't quite make it, and winds up in number two spot. There's less than a thousand points between them ... Quite a race.

In Group "B" the standings are exactly the same as last month ... George Forhan Jr. winds up with the first prize, and Al Hartshorn runs a close second ... That makes two firsts for George, and two seconds for Al, in the first two months of our S.O.S. drive.

What's with the rest of you guys ...? Just gonna sit back and let the same ones walk off with the gravy month after month? There's lots of room at the top for everybody ... and if there wasn't, I'd make some. All you have to do is make up your minds, as Mel did ... then give it everything you've got.

Congratulations winners ... you did a grand job and your prizes will be on their way to you within a few days ... Keep Ballyhooin'.

Complete score-board in this issue.

D.E.K.

THE BOOKERS THANK YOU

John Heggie, speaking for Herb Black and Patte, has asked me to express his appreciation to all of our gang for the many greeting cards and good wishes which they received during the festive season. It would be quite a chore to acknowledge each and every one individually, and the boys hope that you will accept this public "thanks" as being completely sincere and straight from the heart. Thanks John, Herb, Patte ... I knew our gang appreciate your thoughtfulness in asking me to pass on this little message.

.X.X.X.X.X.X.

PROTECTING COMPANY FUNDS

You have a safe in your office ... it's covered by insurance. It's there for a very simple purpose ... to safeguard company monies. Our rules are very definite, and I presume are known to all managers and assistants ... All funds must be deposited in the safe, and the safe locked before you leave the theatre at night. Then, in the event of a break-in, we are completely covered. Cash left lying around in desks, drawers etc. IS NOT COVERED BY INSURANCE.

Carelessness costs money ... and it could be YOUR money. Handle company funds with the same care you would your own ... You have a safe ... It's there for a purpose ... USE IT.

.X.X.X.X.X.X.

TAPE RECORDERS

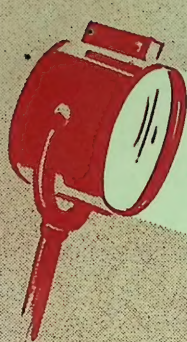
I have had several requests for tape recorders ... following a recent story in these pages on the many uses they can be put to. I have checked with Jim Nairn and he informs me that he is testing several with a view to selecting the most practical and economical machine available.

As soon as Jimmy presents his findings, and our execs. authorize the expenditure, you may be sure that your requests will be given every consideration. If you don't hear from us within a reasonable length of time ... Keep nagging until you do. In the meantime, learn all you can about the operation of tape recorders, and in what ways you can put them to work for you ... Discuss this with your projectionists ... They're the ones who'll have to hook them up to your "surround" speakers.

.X.X.X.X.X.X.

SERIALS

How's your Saturday matinee kid business? Slipping a little? Have you considered adding a serial to your Saturday program? In the past we used to jam our houses with good serials ... Maybe we've been overlooking a good bet. I know that several good ones are currently available. Give this some serious thought ... and if you feel that a serial is of some value to you ... Drop me a line.



Ballyhoo

SPOTLIGHT ON SHOWMANSHIP

Does persistence pay off? Ask Mel Jelley ... He made up his mind that he'd be in the chips before this contest ended ... picked the toughest month of the year to do it in ... swamped us with more real, live honest-to-goodness BALLYHOO than we've seen in a long time ... and wound up as top man in his group. I don't know whether I did his entries justice in my summaries ... but take my word for it, they were a joy to behold. My congratulations to Mel for some sweet Showmanship.

And I mustn't forget to toss a couple of orchids at Art Cauley who nearly ruined Mel with his WHITE CHRISTMAS campaign ... Incidentally, Art proudly proclaims that with this issue he starts his third year of BALLYHOO without having missed a single week ... Quite an achievement, I'd say. Congratulations Art. Can anybody else match this? Let me know.

In Group "B" George Forhan walked off with the monthly prize ... and that in a town that never even came close in the past ... How does the guy do it? By sheer, bulldog persistence. He just wears 'em down, sells 'em, and keeps coming back for more.

Al Hartshorn, knowing that his parole was almost up, and he was due to report to the Mountain San immediately after Christmas, didn't just drop everything and say "What's the use?" He plugged and he slugged, and wound up in the second spot.

That's persistence ... SHOWMANSHIP ... Ballyhoo ... Keep it up fellows, and let's see some new faces in our winners' circle.

BALLYHOO S.O.S. SCORE-BOARD

FOUR WEEKS ENDING DECEMBER 25TH AND GRAND TOTALS

	TO DATE	DEC. 4	DEC. 11	DEC. 18	DEC. 25	BONUS	DEC. TOTAL	GRAND TOTAL
GROUP "A"								
Mel Jolley	21,900	3500	2300	13,800	7600	1000	30,000	51,900
Art Gaulty	25,700	8200	3400	8,100	8600	1000	29,300	55,000
Bob Harvey	46,900	5000	3300	5,700	2900	1000	17,900	64,800
Ted Doney	17,400	4400	2700	600	1900	1000	10,600	28,000
Herb Chappel	8,000	800	2000	2,700	4000	1000	10,500	18,500
Vern Hudson	13,400	1300	2700	1,800	1100	1000	7,900	21,300
Jeff Jeffrey	12,700	500	500	3,400	2000	1000	7,400	20,100
Don Edwards	29,300	2800	1100	1,800	500	1000	7,300	36,500

GROUP "B"

George Forhan	21,300	3700	2700	5,600	2000	1000	15,000	36,300
Al Hartshorn	16,700	3400	2300	1,800	2500	1000	11,000	29,700
Jack Bridges	8,600	9500	-----	-----	-----	-----	9,500	18,100
Ed Landsborough	5,600	1200	2500	1900	1900	1000	8,500	14,100
Olga Sharebura	10,000	1100	2300	2,100	1800	1000	8,300	18,300
Len Gevin	18,700	2000	2100	1,300	600	1000	7,000	25,700
Norm Gray	8,300	900	900	300	1500	1000	4,900	13,200
Paul Turnbull	12,300	1300	300	1,000	1000	1000	4,600	16,900
Jack Ward	6,400	1000	300	1,100	300	1000	3,700	10,100
Bob Nelson	6,800	-----	800	-----	-----	-----	800	7,600

So that's the story leads ... to date. What happened to Bob Harvey this month? And I'm a little disappointed with our crew up in Timmins ... As a matter of fact, Jack Bridges and Bob Nelson are the only ones to have missed out on the monthly bonus ... Otherwise we would have scored 100%.

Well ... we're into our third month, and anything can happen, and usually does. Let's see some real, live BALLYHOO in January ... Christmas is over, we're into a new selling season. Let's make the most of it.

WITH OUR S.O.S. DRUM BEATERS

Before proceeding with our summary of the past week's activities, let's just take a quick look at the trade press coverage for that period ... Not quite what I had expected ... but, I suppose better half a loaf than none at all ...

Mel Jolley gets himself a nice story on his Jan Sterling deal, in the December 25th issue of S.T.R. and a mention in the following week's edition of the same mag. Vern Hudson also gets mention in the January 1st issue.

In BOXOFFICE under date of December 25, George Forhan collects plenty of points via a good-sized picture and excellent story re. his Saturday ayem Movie Club ... Art Gauley rates a story on his HAJJI BABA campaign, and Den Corrin's activities as the local "Hollywood Reporter."

MOTION PICTURE HERALD has two short squibs in their "Showmen in Action" column on Art Gauley and Mel Jolley. So, all told, four of our men got themselves trade paper mention during the past two weeks ... Not so hot, I'd say ... and there's a very good reason. You just don't send copies of your BALLYHOO entries along to the editors of the New York sheets. Let me quote from a note I have just received from Hal Sleane of BOXOFFICE ... and a VERY good friend of all of us ... See Hal, and I quote ...

"Your excellent "BALLYHOO" always makes pleasant reading, but it's only through your sheet and details on the current competitions that I get information on the activities of your managers ..."

I don't know what else I can add to Hal's comments ... If you don't take the trouble to keep him advised, don't expect to find your name in print. The same holds true for Walter Brooks and Ralph Cockain. So ... it's up to you, guys. I've done my part.

Now, suppose we get along with the job of reporting some of your BALLYHOO activities ... so's the boys in New York may have some idea of what we're doing in this part of the country ...

CAPITOL - GALT

Eddie's I SAW continues as an important feature in his local daily ... six days a week. C K G R came through with some good advance plugs on HER TWELVE MEN, and continued the build up during the run.

WHITE CHRISTMAS recordings were featured on "Capitol Showtime" on Monday, Wednesday and Friday in advance of opening. Connie's Music Center loaned Eddie some good recordings from the feature, which he played over his p.a. Two Christmas trees decorated the areas on both sides of his stage during the festive season, giving a holiday "feel" to his presentation. During intermissions these trees were lighted up ... very effective, and an indirect plug for WHITE CHRISTMAS.

CAPITOL - WELLAND

I SAW has become a regular feature of the local Tribune, and George is quite proud of the fact that this is the first real theatre promotion on a permanent basis, this paper has ever gone for ... On off-theatre pages this week two scenes were run ... one on NEVER WAVE AT A WAC and another on GREAT DIAMOND ROBBERY ... Pretty good, I'd say, especially in view of the fact that in the past we couldn't even get the boys on the paper to talk to us ... let alone co-operate on promotion of any kind.

George is still getting valuable free time over C H V C on their "Mystery Personality Show" and the Hungarian and French hours ... Direct plugs for all Capitol attractions.

Permanent displays in several downtown windows continue to draw attention to our current programs ... George's marquee display of live Christmas trees was really something... and didn't do his WHITE CHRISTMAS date any harm.

CAPITOL - SUDBURY

Jeff was playing SHOW BUSINESS, and his entire front was loaded with full-size star cut-outs and good sales copy ... most of it cut out of a 24-sheet. Four good window displays helped sell plenty of tickets ...

Melody Music store used an attractive cut-out of Marilyn Monroe in their front window ... the locals stopped, gawked, then dashed for the Capitol ... (So Jeff tells us ...)

Paquette's Men's Wear store used a cutout of Donald O'Connor in top hat and tails to dress up a full window ... Lots of good pie and theatre art and copy ... Another excellent display in Parisienne Ladies' Shoppe, using Ethel Merman in an evening gown to tie in with their sale of gowns for the holiday season. Johnny Ray was used to plug records in Kresge's ... Interesting to note that Jeff used each of the major stars to do a specific job ... appealing to a separate and distinct segment of his population. That's what I like to see.

Local disc jocks were very co-operative, and plugged all the musical hits on their regular programs, with credits to picture and theatre. Total cost for this service ... TWO ducats for each station manager ... Two stations, two ducats.

CAPITOL - PETERBORO

Not too much from Len ... What's the matter fella? Shot your bolt when you won second prize last month?

For TRACK OF THE CAT Len had large cat tracks stencilled from the sidewalk right into his theatre ... with good selling copy. A good story in the Examiner on the staff Christmas party and that looks like the extent of Leonard's promotional activities this week ... Won't win any prizes this way, boy.

PALACE - GUELPH

I have Herb's entries covering the past couple of weeks, here ... and if I do a little cutting and condensing, don't blame me ... I've asked time and time again that the entries be mailed to me each week ... but obviously Herb has his own ideas on the subject.

I see three separate two column scenes on off-theatre pages in the Mercury on each of the following ... QUEEN OF SHEBA, THE ROBE and HOW TO MARRY A MILLIONAIRE ... C J O Y plugged the background music from THE ROBE on several of their regular features.

Vorvis restaurant still handing out hundreds of book matches each week ... each book carrying a plug for the PALACE in the form of an offer of theatre tickets to anyone collecting enough books to spell out P A L A C E. So far, in seven weeks ten tickets have been handed out ... Not bad.

Two more off-theatre page scenes in the Mere ... on HONEYCHILE and BRIGADOON ... Kelly's Music Store gave this feature a large chunk of space in his large ad on the first page of the second section. Good theatre copy and a pressbook mat.

A local policeman, during his off-duty hours, dressed up as a Scottish Santa Claus, as described in a recent publicity department bulletin, strolled along the streets during peak traffic hours and created quite a stir, particularly among those Guelphians ... or is it Guelphites? I still don't know ... who happen to be of Gaelic descent.

Herb's piece de resistance, and I really like this, is a full page co-op on BRIGADOON, with ten local merchants lending their co-operation. Most of the ads refer directly to BRIGADOON, and the large centre spread is devoted to the pic and theatre ... That's the way to knock off points Herb ... Let's have more of the same.

TIVOLI - HAMILTON

All I can find from Don is a report that his "Pick-a-Present" deal with the Spectator had been continued for another week ... Full details were carried in an earlier issue.

ALGOMA - SOO

Olga and Norm put their heads together to see what they could do in the way of a joint co-op deal, and this is what they came up with ...

An excellent half-hour radio program was arranged with four local merchants, over the airwaves of C J I C. Music from the features WHITE CHRISTMAS and NO BUSINESS LIKE SHOW BUSINESS was featured throughout, with live plugs for both attractions, and liberal mention of the local F.P. theatres responsible for bringing this terrific entertainment to the SOO ... What stands out in this deal is the fact that Olga jumped right in, in spite of the fact that she doesn't play either of the attractions ... and that's what I call real co-operation.

CAPITOL - NORTH BAY

Robert got himself an excellent two column by fifteen inch ... roughly 420 lines ... co-op ad with City Laundry in the Daily Nugget ... The heading read ... "Get the BEST YEARS OF ITS LIFE From Your Suit ..." etc. Need I mention the pic title? Yep, you guessed it. Included in the ad was a good pressbook mat.

Several local building supply houses grouped together to take a three quarter page co-op, with excellent tie-in heading and good art and theatre copy.

Displays in the Town and Country restaurant, St. Regis Hotel, Bus terminal and the local taxi stand.

That's all? Whassamatter Bob ... getting tired? Oh oh, a giant package postmarked North Bay has just landed on my desk, and sure enough it's a terrific scrapbook ... the contents of which will be divulged in our next issue. All's forgiven, Robert, until the next time you slip a little ... Brother-r-r ... what I don't have to do to keep you in the chips ...

ROYAL - GUELPH

Ted whangled a 240 line spread right in the middle of a "Shop Early" page in the Mercury, and used it to plug his current attraction ATHENA ... Two street signs were strategically spotted to plug the sale of Books of F.P. Tickets.

A two column scene on ROOGIES BUMP on an off-theatre page in the Mere. Ted's I SAW deal ... the original ... still doing nicely, thanks, every day - every week.

SENECA - NIAGARA FALLS

One of the local bands travelled around town playing carols on the Thursday before Christmas, and Jack prevailed on them to stop off and give out in front of the Seneca ... Surprising how many passers-by paused to enjoy the carols. Guess a few found their way to the boxoffice.

REGENT - OSHAWA

Sure and Al's I SAW feature in the Times-Gazette is as popular as ever ... with an occasional scene or display plug paid for by the paper. They really like it in Oshawa.

Another of the excellent co-ops run by Collette Beauty Salon appeared this week, featuring Deborah Kerr in DREAM WIFE. A good three column scene on an off-theatre page as advance for WHITE CHRISTMAS. Displays again placed at the lunch counter of the Metropolitan store and in the Genesha Hotel.

Al won't be doing any BALLYHOO for a while ... but I'll bet his influence will help Charlie Perrie carry on in the hard-to-beat Hartshorn tradition ... which means points, and prizes.

CENTURY - HAMILTON

Another big batch of stuff in from Mel ... the guy's really sizzling, and I can't help but wonder why he's kept that big light of his hidden under a bushel all this time ... However, keep tossing it at me Mel ... I can take it ... and you'll take more and better prizes if you don't let the fire die out ...

Mel's "Pick the Stars" contest still going strong in the Review ... this week a five column photo of the stars in BLACK WIDOW, the Century's next attraction was used as the basis for the prize contest.

Free plugs over Kresge's Friday night Cerral, and on the "Meet Me at the Brant" program. Both Kresge's and the Brant Inn have Century displays on their premises.

SHOW BUSINESS brought with it a personal wire from star Dan Dailey in New York ... This received good mention in the newscasts over both C K O C and C H M L, and also captured some space in Jane Baker's movie column in the Spectator. The Hamilton News ran a four column photo of the wire in their Saturday issue. The News also ran a four column scene of the stars in SHOW BIZ in the same edition.

The deejays on both stations were alerted, and came through with recordings of all the hit tunes from the pic on all regular programs ... with good credits for pic and theatre.

Mel contacted Canadian General Electric and came up with a pip of a deal ... Their 28 dealers in Hamilton and district placed jumbo cards in their windows, plugging the film and announcing a free draw for tickets to see the show ... Inside the stores another display, well located, extolled the merits of the attraction and G.E.'s "Showtime" a Sunday evening T.V. program.

This promotion was paid for in its entirety by C.G.E. 50,000 ballots were printed, plugging the picture, and all dealers were advised to make mention of it in their display ads. An excellent deal Mel ... and I'm sure it didn't hurt your b.o. take any ... and you've now got an "in" with an important Canadian industry.

ORPHEUM - SOO

Olga comes up with some of the most attractive and interesting confection bar displays ... This time it reflected the Christmas theme, and naturally was used to plug books of F.P. tickets.

The half-hour radio program described earlier is of course credited to Olga also ... and she shares the point value with Norm over at the Algoma.

CAPITOL - ST. KITTS

Vern's regular daily radio show "Morning Melodies" still going great guns, with liberal mention of current attractions ... A good scene on an off-theatre page ... and a display at the entrance to the giant new super market on the highway.

PARAMOUNT - PETERBORO

Let's see now ... I have a four page letter here from Arthur, in connection with his showing of WHITE CHRISTMAS ... and he is very careful to tell me that this is only about half of his campaign. The rest will follow next week. All I can say, my friend, is this ... Had you sent it all in together, you might have knocked Mel out of first spot ... However, you didn't do too badly ... and now let us see what you have to offer ...

The Paramount received a nice ad on the "Business Quiz" page of the Examiner in return for a couple of ducats ... A swell story of the staff Christmas party appeared on the social page on the day following the affair ...

Elliott's record bar ran a 580 line ad in the Examiner featuring WHITE CHRISTMAS and tying in with their records and sheet music ... A good scene of Crosby and Clooney added some interest to the ad. A four column scene right at the top of the Sports page on Christmas Eve, featuring the stars of WHITE XMAS. made Art very happy ...

On Christmas Eve, an entire section of the Examiner was practically taken over by the Paramount, starting off with a full page ad wishing the readers a Merry Christmas from the entire Paramount staff ... Then a seven column ad for WHITE CHRISTMAS, plug ... get this, FOURTEEN merchant co-ops, each wishing their customers a WHITE CHRISTMAS ... Almost too good to be true, but Art assures us (and don't think we didn't check ...) that the whole deal was sponsored and paid for by the participating merchants ... and that includes the Paramount's giant ad. "All I had to do" sez Arthur, "Was chase all over town selling each individual merchant the necessary space ..."

Three separate scenes in each of the Review and Lakefield News on WHITE CHRISTMAS, plus the Hollywood Newsreel, edited by Don Cerrin ... Also, a nice story on the Paramount's Christmas decorations.

C H E X came through with many air breaks ... far too numerous to detail. The C of C Shopping Jamboree prize draw was held on the Paramount stage, in conjunction with the Merchant Xmas. Shopping Jamboree, detailed in a previous issue.

Millard's Sport Shop sported a very smart three-sheet display standee on WHITE CHRISTMAS, smack in the middle of their entrance.

Almost every merchant in town carried good signs in their windows over the holiday week-end, reading ... "Closed, We Are Celebrating a WHITE CHRISTMAS at the Paramount ..."

The lobby and street p.a. played WHITE CHRISTMAS continually, and Cherney's Record Bar featured the music as their "Hit of the Week" with generous plugs for the picture and theatre. Elliott's Music Bar duplicated this.

Well ... that's half of the campaign. Can't wait to see what the second half will yield. Keep up the good work Art, and you'll break that number one spot yet.

STOP THE PRESS ! ! !

Well sir ... Olga's gone and done it. Sounds like wedding bells in the not too distant future ... and from the sound of Olga's note, the gal's riding on a cloud ... or somethin' ...

Seems that Olga's got herself engaged ... and from her description, to a ver-r-r-y nice guy. His name ... Oscar Frenette, and he's program director of W S O O, on the Michigan side of the border. The lad's not only a native Canuck, but is no stranger to our business ... He was an usher in our Capitol theatre in Sudbury, many years ago.

Their plans ... a little indefinite as of now, but Olga thinks they'll be donning double harness some time next September or October ...

Congratulations Olga ... from myself and the rest of our BALLYHOO family, as well as the gang in Head Office ... May your future be a bright and happy one ... and if you do the kind of a job in your domestic life as you had as a career gal ... then you're surely set for life.

Lots of luck.

D.E.K.